About Cow Sense® Benchmark Wizard

As a Cow Sense Version 4 user you can now subscribe to a new service feature ... **Cow Sense Benchmark Wizard**. With the Benchmark Wizard service, broader application can be made from the in-herd analysis available in Cow Sense. Upon joining the Benchmark Wizard service, a member's herd data is merged and displayed as aggregate information with all other Benchmark Wizard members. You are then able to run comparative analysis for your herd versus all other members collectively. This is a powerful enhancement, raising your analytic abilities to a global level.

With a few simple clicks of your mouse you will transfer your herd production and treatment information from Cow Sense to an Internet database accessible through your Web browser. Your data is secure and your identity is anonymous! Reporting from the Cow Sense Benchmark Wizard database is easily accessible to you through your Web browser. Your herd reproductive and production performance indicators are summarized and you can compare them to the entire population of Cow Sense herds in the database. The purpose of the Benchmark Wizard is to provide you additional tools to capitalize on information management at the individual animal level, and in so doing improve productivity, quality and profitability. Please see the Benchmark Wizard Terms of Service for further details.

Benchmark Wizard Terms of Service

Your personal access to the Benchmark Wizard service is provided to you compliments of Midwest MicroSystems. Your personal access allows you to generate analysis of your own herd versus all other cattle in the Benchmark Wizard Database. You may use selection criteria to compare specific kinds of cattle, but you cannot identify any other cattle individually or by individual producer.

Privacy Matters!

As a member of the Benchmark Wizard service, we want to assure you that we will never compromise your personal privacy or share your personal information with anyone. You are the only one who can see your individual data, because you have secure password protection. All members' data is merged and displayed as aggregate information for comparative analysis. Your identity is never revealed, and the personal information that you supply is kept confidential. We make this statement so you know why we gather data, how we gather data, and how we present the data to members. We understand that our members are our greatest asset, and we will never knowingly do anything to harm your trust.

- When you become a member of the Benchmark Wizard service, we collect basic address and contact information. This information is confidential and used only for internal purposes.

- We gather animal data from your herd file, which you upload to our FTP site. All animals are extracted initially, but further uploads are typically updates on current animals.

- We use information you voluntarily give us to enhance your experience in our site, and the experience of others. Your cattle information is combined with information from others to provide a means of analyzing animal performance. This analysis may occur at the Benchmark Wizard

site or through other statistical means that derive benefit for the beef industry. Your identity is not revealed in this process.

- We also use the information that is gathered to tailor our content to suit your needs and better understand our audience's demographics. This is essential to keeping our service efficient and relevant.

Update Policy

The Benchmark Wizard service offers members the ability to correct or change the information collected during registration. Members who wish to change such information should do so in the Cow Sense Corral.

Midwest MicroSystems reserves the right to change pricing or access policies without prior notice.